



WESTERN NEW YORK
IMPACT INVESTMENT FUND
Financial & Social Returns Supporting WNY Resurgence



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FUND OVERVIEW

PRINCIPLES

- The Fund's objective is to maximize social impact while providing a market rate financial return.
- Financial return and social impact will be measured, projected, tracked and reported.
- Investments are made solely in the 8 counties of WNY.
- The Fund commits to be flexible, responsive and supportive of current and potential investees.
- The Fund will assist in cultivating a larger impact investing ecosystem in WNY.



Investments in a diverse range of manufacturing and service companies offer the potential to generate social impact.



A variety of investment structures are used with a focus on current pay where possible.



Diversification of risk is considered at the portfolio level.



The Fund is led by a professional investment manager, supported by an active board. Investments are sourced by partners in banking, philanthropy and the public sector.



SOCIAL IMPACT GOALS



**Employment • Operations • Neighborhood Revitalization
Health • Environment**

Through the lens of Diversity, Equity and Inclusion



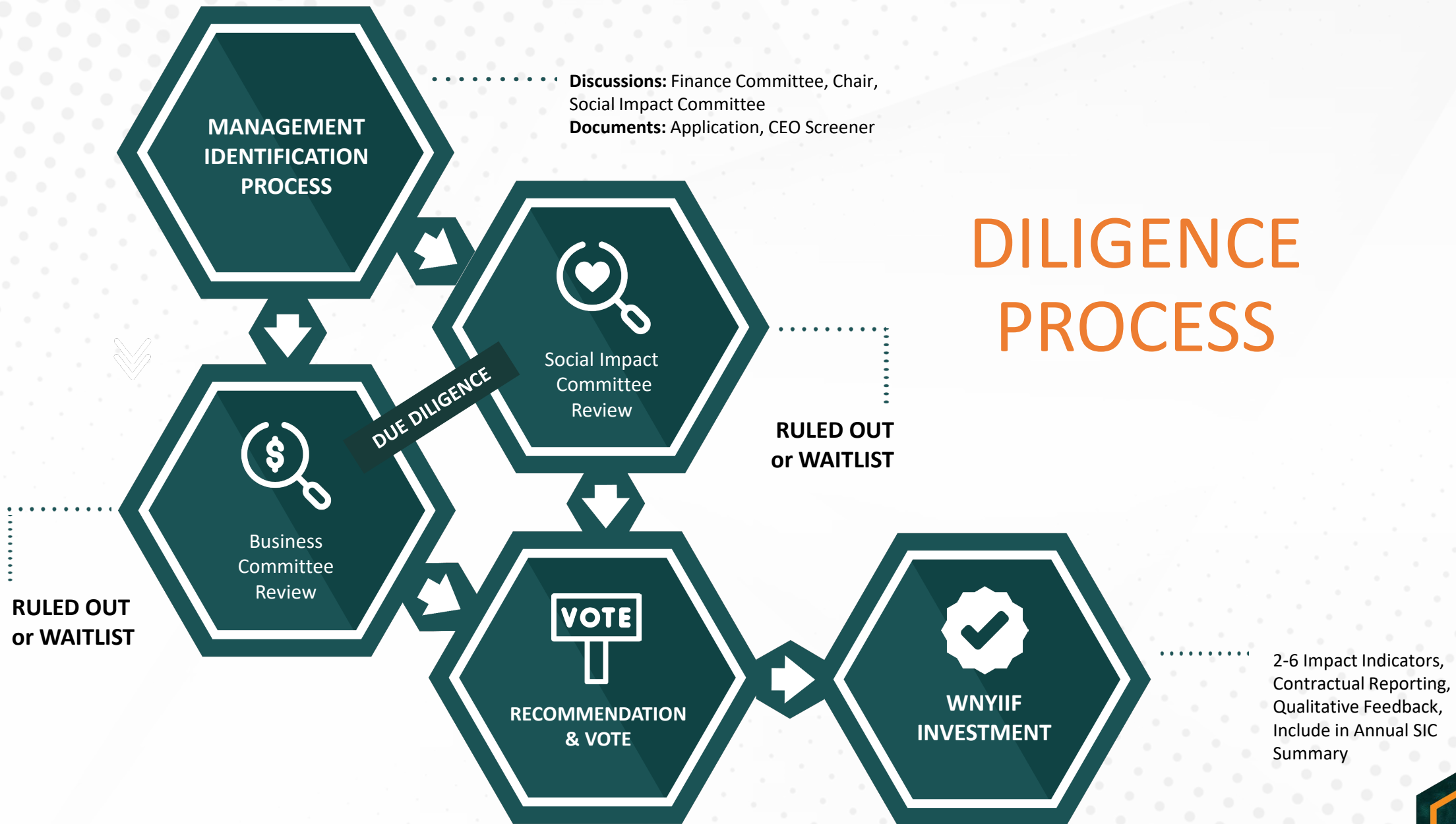
FINANCIAL RETURN GOALS



**Market Rate Financial Return • Diverse Portfolio
Various Industries • Differing Investment Vehicles**

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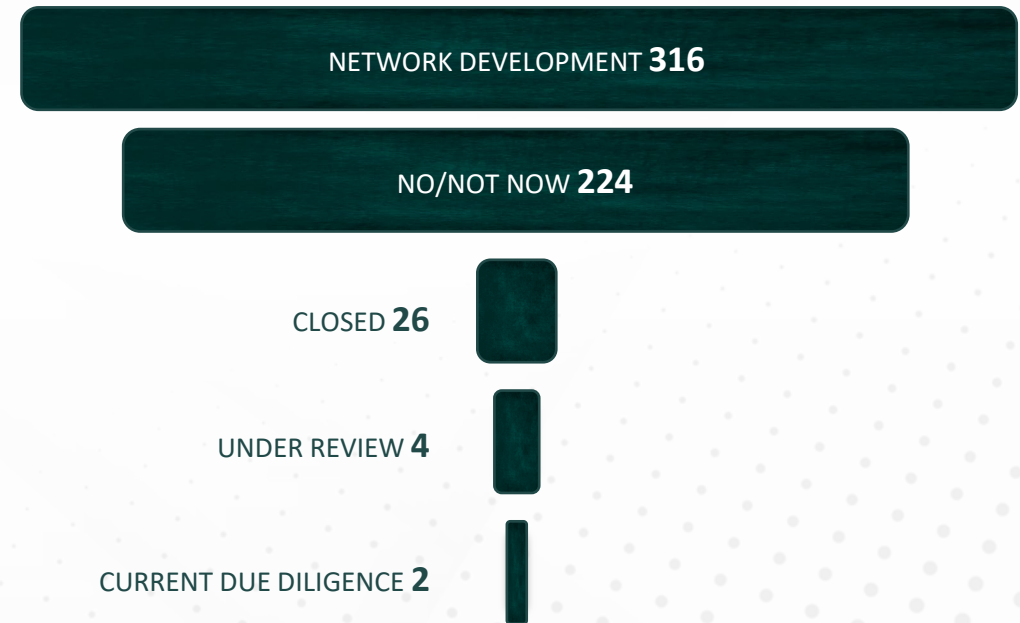


DEAL SOURCING

Potential investees come to the attention of the Fund through:

- Active & engaged Board Members
- Current investors
- Market research & website
- Partner companies
- WNY startup ecosystem

INVESTMENT & DEVELOPMENT PIPELINE



LESSONS LEARNED: FINANCIAL

- Early financing deals focused around subordinate debt.
- With flexible and creative financing strategies, the Fund can meet needs of marginalized communities and groups.
- The Fund has grown a diverse portfolio through a wide range of investment types, including equity series, convertible notes and subordinated debt.
- Take on higher risk with trusted teams in the early stages to allow for long term growth.



LESSONS LEARNED: SOCIAL IMPACT

- **100% of investments have addressed 3 or more social impact targets.**
- **DEI lens is applied across portfolio and investment process.**
- **Neighborhood investments include urban Buffalo and agricultural regions of WNY.**
- **Strong reputation and demonstrated commitment to serving identified marginalized communities and groups.**

